

IN THE CLAIMS

1-21. canceled

22. (currently amended) An information broadcast receiving terminal apparatus used in a broadcasting system including a center and said information broadcasting receiving terminal apparatus comprising:

a receiving unit for receiving contents data of services of each of various programs, service additional information and coupon indirect information used to issue a coupon corresponding to one of the contents data of said services,

said contents data and service information being broadcasted from the center as data of each of various programs,

said contents data of services of each of various programs being made by the center, said contents data being configured with at least one of video information, sound information and character information, said at least one of video information, sound information and character information being transmitted by a broadcasting means,

said service additional information being made by the center,

said coupon indirect information in the service additional information including said coupon while the coupon is encrypted to be incapable of use, the coupon indirect information corresponding to a predetermined operation for allowing use of the coupon indirect information and being incapable of use alone for issuing said coupon;

a storing unit for storing said received contents data of services and service additional information;

an information managing unit for asynchronously managing said contents data of services [[acid]] and said service additional information stored in the storing unit;

a regenerating unit for reading out at least one of said contents data of said services and said service additional information stored in said storing unit at an arbitrary timing so as to regenerate them;

an accumulating unit for accumulating the received coupon indirect information; and

a decoding unit configured not to decode said coupon indirect information without any performance of the predetermined operation corresponding to the coupon indirect information and configured to, upon performance of the predetermined operation corresponding to the coupon indirect information, decode said coupon indirect information so as to issue the coupon which is decrypted to be capable of use.

23-32. canceled

33. (previously presented) The information broadcast receiving terminal apparatus according to claim 22, wherein said coupon indirect information includes at least one piece of information corresponding to at least one of the contents data of the services which can issue a coupon, and, further comprising, when said at least one of the contents data of the services is regenerated so as to be displayed by the regeneration unit, in a case where the coupon indirect information corresponding to the at least one of the contents data of the services is accumulated in the accumulating unit, said decoding unit decodes the coupon indirect information according to the regeneration operation on the basis of the one piece of

information so as to notify information of the coupon to said viewer.

34. (previously presented) The information broadcast receiving terminal apparatus according to claim 22, wherein said services include a direct mail service, said contents data receiving unit has a function for receiving a content data of said direct mail service broadcasted from the center, said accumulating unit has a function for accumulating said received content data of said direct mail service, said coupon indirect information includes at least one piece of information corresponding to the direct mail service which can issue a coupon, and wherein, when said content data of the direct mail service is regenerated so as to be displayed by the regeneration unit, in a case where the coupon indirect information corresponding to the at least one of the contents data of the services is accumulated in the accumulating unit, said decoding unit decodes the coupon indirect information according to the regeneration operation on the basis of the one piece of information so as to notify information of the coupon to said viewer.

35. (previously presented) The information broadcast receiving terminal apparatus according to claim 22, wherein an arbitrary coupon code is given to the coupon, and said decoding unit has a function for, when the coupon code is inputted, decoding the coupon indirect information by using the inputted coupon code so as to issue said coupon.

36. (previously presented) The information broadcast receiving terminal apparatus according to claim 22 further comprising a viewer information accumulating unit for

accumulating information about the viewer, and a controlling unit for judging whether the coupon information is notified to the viewer or a coupon is issued on the basis of the viewer information.

37. (previously presented) The information broadcast receiving terminal apparatus according to claim 35 further comprising a remote controller used to input the coupon code.

38. (previously presented) The information broadcast receiving terminal apparatus according to claim 37, wherein an identification number for identifying the viewer or a dealer is given to said remote controller.

39. (previously presented) The information broadcast receiving terminal apparatus according to claim 38, wherein said decoding unit has a function for decrypting the identification number transmitted from the remote controller as the coupon code to issue the coupon, and a function for varying a subtraction value on the basis of the identification number, said subtraction value being subtracted when the coupon is used.

40. (previously presented) The information broadcast receiving terminal apparatus according to claim 38, wherein the identification number is stored in an I C card.

41-42. canceled